IT Unit 3

Topic 1

# Ch. 1 Organisations & Data Management

**Collecting data online, p 3**

1. Why do organisations collect data?

* Organisation collect data to review and improve the business performance

1. Explain the advantages to be gained from collecting data online in terms of both efficiency and effectiveness.

* Effectiveness also improves when customers input their data.
* Efficiency improves when customers enter their own data

1. How are required fields generally indicated on an online form and why do organisations do this?

* When these fields are not fill in the software wont aloud the user to continue without complete certain fields. Organisations do this so they can use incomplete data and some users may use fake names and etc.

1. What is a potential problem with direct input?

* Customer can input incorrect data or fake data that the electron validation can’t pick up.

1. What other advantages are there for businesses in a global economy?

* Online data can also work for provide them with marketing opportunities with with an expanded customer base.

1. What other services are provided by businesses online?

* Tracing the process of products purchase online

**Why users supply data for online transactions,** p 5

1. Elaborate under each of the following headings:
   1. Convenience

* Being able to purchase goods and services via websites has changed the habits and practises of many shoppers
  1. Variety of choice
* Users also keen to supply data in online transactions because it gives them a greater choice of goods and services than they may have available to them locally.
  1. Reducing costs
* It can be expensive to travel to a specify shop in order to compare product. If customer compare products online, it saves time and money.

**Techniques used by organisations to acquire data online, p 9**

1. Prior to web based forms, how did organisations collect data?

* Before the use of web base forms organisations would ask customers to fill out paper forms. The data collected from these forms would be manually type into a databased which is a long process

1. What is the role of data acquisition software?

* It is a software design to make easy online transaction possible for users.

**User flow diagrams,** p 11

1. What is the purpose of a user flow diagram?

* To help users to follow the correct steps to complete transactions

1. In using a UFD what is important?

* That the users complete the transaction.

**Techniques for efficient and effective online data collection,** p 13.

1. List some techniques for efficient and effective online data collection.

* Keep it short
* Use clear labels that are easy to understand
* Validate inline existence checks are done by mandatory fields
* Appropriate fields types
* Text fields
* Allow the computers to format data such as phone numbers to increase readability
* Ensure error messages are informative
* Map clear paths to completion
* Be mobile friendly
* Ask relevant questions

1. What tool is used to design a form prior to creating a data collection screen?

* Layout diagram

**Design Principles,** p 15

1. To be efficient and effective a data collection form needs to conform to design principles of appearance and functionality; briefly elaborate under each of the following:
   1. Appearance:
      1. Alignment

* Creating an invisible line to follow
  + 1. Repetition
* Elements of a layout
  + 1. Contrast
* Effective use of colours
  + 1. Space
* An area that separates onscreen objects
  + 1. Balance
* All elements of a layout have a visual weight
  1. Functionality
     1. Useability
        1. Robustness
* Refers to the solution capability of being used and its availability to a user’s
  + - 1. Flexibility
* A solution such be user friendly as possible for the widest audience possible.
  + - 1. Ease of use
* Having a pre-emptive solution where the solutions where the user’s initiates and controls the action
  + 1. Accessibility
       1. Navigation
* Help users navigate and find content.
* Ensure that navigation can also be done on keyboard only systems
  + - 1. Error tolerance
* Help users avoid and correct mistakes with clear instructions and the ability to undo errors
  + - 1. What is the purpose of following the design principles?
* the solution such b effective and efficiency

**Data Acquisition software,** p 19

1. Elaborate on the nature of PHP and ASP server software.

* PHP is a general purpose scripting that used on web servers, PHP stands for Hypertext pre-processor.
* ASP active page software

1. What are back-end tools?

* It is a software use to monitor the traffic and collect statistics form a website

1. Describe the nature of a cookie.

* Cookies are used to track people on the internet which leads to piracy issues,

1. What is spyware?

* software that enables a user to obtain covert information about another's computer activities by transmitting data covertly from their hard drive.

**Protection of rights,** p 20

1. Why is it important that organisations keep data collected secure?

* Organisation can contain personal details about people and their transaction details which people can copy and paste.

1. Elaborate on each of the following:
   1. Security protocols
      1. TLS, SSL & HTTPS

* HTTPS, Hypertext Transfer Protocol Secure
* SSL Secure Socket Layout
* TLS Transport Layout Security
  1. Privacy policies
* Organisations usually have a privacy policy to who they can use collected data
  1. Shipping and returns policies
* Businesses have return policies in case of a deflect item of not the right description has been order, if so the business will help and provide the means to return the product.